1210 - New York Metro ROU

From: Kuruc, G. Nick
To: *=AllIn1: Do Not Send PC Files; 1210 - New York Metro ROU; 1310 - Philadelphia ROU; 1510 - Hartford ROU; 1710 - Pittsburgh ROU
Cc: 1200 - New York Metro Region; 1300 - Philadelphia Region; 1500 - Hartford Region; 1700 - Pittsburgh Region
Subject: Pathmark Stores (0522-00-00)
Date: Tue, Feb 28, 1995 11:41AM

Pathmark has signed a Philip Morris Retail Masters "Exclusivity" contract effective Jan 1, 1995.

Bottomline, all RJR contracts have ended with placement of the new PM UPM in approximately 100 stores (see store list in my letter of February 9.

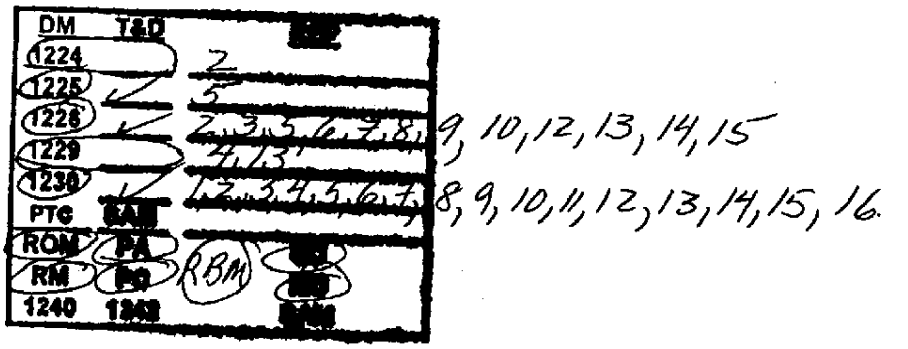
I will handle ending of contracts on SIS.

Please ensure that your Sales People handle the following in all of the stores where the new UPM was placed:

1. Label RJR space according to the planogram previously sent.

2. Place all RJR Promotions (BSGSF, couponed packs, etc.) in the bottom promotion section, front side of the new PM UPM. Your people should keep this section filled with RJR promoted product.

If you have any questions regarding the above, please call me directly.



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